

Message

From: Davis, Tim [Davis.Tim@epa.gov]
Sent: 4/8/2014 8:40:01 PM
To: Mylott, Richard [Mylott.Richard@epa.gov]; McClain-Vanderpool, Lisa [McClain-Vanderpool.Lisa@epa.gov]
CC: Smith, Paula [Smith.Paula@epa.gov]; Frederick, Lydia [Frederick.Lydia@epa.gov]; Hutchinson, Marcella [Hutchinson.Marcella@epa.gov]; Rehder, Timothy [Rehder.Timothy@epa.gov]; Hamilton, Karen [Hamilton.Karen@epa.gov]
Subject: FW: Tomorrow: please RT and share "A day in the life" (lots of great tweets)

I've sent at 3-5 tweets on each of the following today:

- The @EPAGina stuff from below
- Healthy Schools Day (I have several going well into the evening just to stagger the tweets a little)
- I just forgot the third one—oops! Guess I should have stayed home; my head is still swimming. ☺ But I sent some individual ones out yesterday and today on Thunderclap, some public notices, children's health webinars, National Volunteer Week, the Household Footprint Calculator, the Columbia Falls Aluminum Company public meeting, etc.

These were all super great ideas to send out, but we're probably tapped out on tweets for today. I don't wish to annoy/overwhelm our followers. ☺

But I always, **always** love seeing ideas for more great/informative stuff to tweet! If I get more requests, I'll stagger them so that they show up later this week.

Thanks!
--Tim

From: Levy, Jeffrey
Sent: Monday, April 07, 2014 3:15 PM
To: PADs and Alternates; Comm Directors and Alternates; Social Media CoP
Subject: Tomorrow: please RT and share "A day in the life"

Hi everyone.

Last week, Tom Reynolds asked Ron Slotkin's office and mine to put together a "day in the life" slide show about a typical day for Gina McCarthy. The photos were shot on Friday and we've built a web page that will go live overnight tonight. You can see the mockup here (log in using your LAN ID/pwd): <https://wcms.epa.gov/aboutepa/day-life-epa-administrator>. The live URL will be <http://www2.epa.gov/aboutepa/day-life-epa-administrator>

We'll post a banner first thing. The mockup is here: <http://intranet.epa.gov/site/test/index-040714t.html>

We'll also promote this twice tomorrow on both Twitter and Facebook: at 9 am and 2 pm. Tom asked that regions and programs RT and share those posts on Facebook. You don't need to create them yourselves, just share the main accounts' posts.

I'm sorry for the short notice!

Here's the plan for the posts so you can keep an eye out:

9 am
Facebook

Text: Go behind the scenes for a day of serving the American people with EPA Administrator Gina McCarthy.

Photo: Gina getting out of the car

Link: <http://www2.epa.gov/aboutepa/day-life-epa-administrator>

Twitter:

Text: Go behind the scenes for a day of serving the American people with Administrator Gina McCarthy, [@GinaEPA](#).

Photo: Gina getting out of the car

Link: <http://www2.epa.gov/aboutepa/day-life-epa-administrator>

2 pm

Facebook

Text: Check out a day in the life of Administrator Gina McCarthy.

Photo: Gina and Kevin Samy

Link: <http://www2.epa.gov/aboutepa/day-life-epa-administrator>

Twitter:

Text: Check out a day in the life of Administrator Gina McCarthy, [@GinaEPA](#).

Photo: Gina and Kevin Samy

Link: <http://www2.epa.gov/aboutepa/day-life-epa-administrator>

Thanks for your help!

Jeffrey Levy

Director of Web Communications

Office of External Affairs and Environmental Education

U.S. Environmental Protection Agency

levy.jeffrey@epa.gov

[202-564-9727](tel:202-564-9727) (cell for emergencies: [202-309-9445](tel:202-309-9445))

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